

# Spring Fashion Show Outstanding Success



Mrs. Sidney E. Green



Mrs. Larry Travis



Mrs. Allison Foster



Mrs. A. A. MacVicar



Miss Evelyn Godfrey



Mrs. W. G. Bruce



Miss Velma Carmody  
Mrs. Donald Seaman



Miss Dawn Messer Miss Dianne Phillips



Mrs. George E. Ives  
Mrs. Ronald A. Parker

The Annual Parade of Spring Fashions, presented last night at the Prince Edward Theatre by the Junior Ladies' Aid of the Prince Edward Island Hospital and convened by Mrs. A. L. MacPherson, under the auspices of His Honour the Lieutenant Governor and Mrs. Prowse, the Hon. Premier J. Walter Jones and Mrs. Jones, and His Worship Mayor Stewart and Mrs. Stewart, delighted capacity audiences at both showings and demonstrated the ability of this organization to handle an undertaking which is reputed to be unequalled in the Maritimes.

Mrs. H. J. A. Brown, past president of the Ladies' Aid, opened the show with a brief introductory address, welcoming the audience, and explaining that the funds raised by the Aid are used to provide additional equipment for the hospital, and comforts and conveniences for the patients and staff. They have completely furnished the recovery room and, more recently, a waiting room for out patients.

In introducing the commentator, Mrs. Gladys Porter, M.B.E., of Kentville, N.S., Mrs. Brown recalled that she had been mayor of that town for two terms, and has for many years been active in hospital work, in particular as Secretary Treasurer of the Maritime Hospital Association since 1944. Mrs. Porter, in her reply, reminded the audience of how vital their help is to the hospital, and in turn, how necessary it may become to them.

Against a delightfully realistic background of white picket fence, ivy twined arch, and green grass and shrubbery, which transported the spectators from the drab March scene outside to a land of summer warmth and sunshine, the first model stepped on, and from that moment to the end of the show, the flawless costumes, each perfectly complemented by "the right" accessories, drew unqualified admiration from the audience.

Royston F. Mugford, A.R.C.O., played the Wurlitzer organ with a Solovox attachment which was sent by the T. Eaton Co. Ltd., Maritimes of Moncton especially for the show.

The "Spring Silhouette" was presented in the first part of the show. The models showed suits, always so popular and so thoroughly adaptable to this Island climate, in a wide range of styles, colours and materials, and a number of beautiful afternoon dresses. The suits ranged from the classic tailored suit to the softly feminine styles with nipped in waistline, arched hip, and flared skirt which are among the contributions this year of many leading European and North American designers. Many of the suits were

worn with exquisite furs — jackets, capes and neckpieces — all of which were from the collection at Island Furriers.

The hats were outstandingly new. Straw is universally popular for spring and summer, and many types were shown, several sporting the new "back interest" in the form of flowers, velvet bows, pom poms, and self trim, with the hats scooped up in the back to show off the new season's coiffures as well.

Quilted skirts and dresses are the newest thing for the young this year, and the two teenage models showed a pair of quilted skirts, one of jersey, the other of cotton, both with tops designed to set off the swirl of the skirts.

Dusters, ranging in material from diaphanous nylon net to heavy corded ottoman, were shown with several afternoon dresses, adding a new note of elegance to the season's dresses, which show graceful lines and often clever self trim. Coats — a classic by Jaeger, some pyramid styles, and some the modified pyramid style with fullness falling from the arms rather than the back — were worn with both dresses and suits.

The first intermission opened with a trio singing an exclusively Canada Packers version of "Tom, the Piper's Son," and Mrs. H. J. A. Brown, assisted by Master Billy Prowse, distributed the door prizes.

Following the intermission, "Look What's New" was presented. A number of very special costumes were shown, ranging from smart sportswear to the latest in sweaters, which have suddenly swept into the fashion headlines, with a new impetus imparted by the French influence. A slack suit and golf dress by Irving, and tartan slacks with matching weskit by Wellington of Canada showed that sportswear this year is smarter, more flattering and more becoming than ever before.

A magnificent dusty rose tweed suit and coat set by Jaeger was followed by four sweaters from Chic Parisien, a noted French firm, now in Montreal. Soft wool, in plains and diagonal stripes, with wing trim, buttons, or accompanied by unusual costume jewelry, these sweaters have a new look all their own which will endear them to the heart of the fashionable woman. Leather Craft of Malvern also had stunning outfits to exhibit. The first was a cape suit, a Louis Shriers original, with a completely reversible cape lined with red suede. The second was a tweed skirt of blended purple and gold wool, topped by a royal purple suede jacket over a gold suede jerkin. A slim belted brown suede suit, with belted jacket and hat and gloves to

match, hand tailored, completed this group.

During the second intermission, Mr. Ralph Rupert took over as commentator for a few minutes, as he pointed out the charm of the ensembles in "Fashions Around the Home." In vivid contrast to the chic ensembles Madame had worn up to that point, a number of Charlottetown matrons appeared in the garb in which they really appear, around home, when hanging out the wash, or making a hasty round of the market to gather up something for hubby's lunch. The models in this true to life bit of comedy received some of the warmest applause in the show for their appearance.

Hostess gowns and lounging clothes followed. Of the garments in this group, a glamorous gown of robin egg Futura satin, with yoke of imported English lace, to be worn belted or as a peignoir, won the most acclaim. The group included two lovely hostess gowns, one of black satin with rosewood sash, another of Benedictine corded ottoman silk, and a shantung lounging suit.

Lastly the evening dresses and bridal ensemble were shown, the highlight of the show. They ranged from a demure Queen Elizabeth blue ballerina in a teen age style, to a stunning evening gown in navy taffeta with an inset of tiered frills of tulle to relieve its simplicity and add a perfect note of elegance. A Nile green nylon taffeta with net inset was shown with a China mink jacket, undoubtedly one of the most outstanding fur pieces shown in the collection. Strapless gowns are still favoured, but stoles add a new "cover-up" note, and new techniques with fabrics and the right use of a full underskirt emphasis tiny waists.

As the bride stepped on the stage, wearing an exquisite bridal gown of nylon net and Chantilly lace, with a beaded collar and bishop sleeves, she was followed by Mr. Raoul Raymond, who sang "Give Me Your Hand." The curtains closed, then parted for a moment to reveal the model in her bridal outfit, flanked by the rest in their evening gowns, a brilliant cascade of colour which formed a magnificent finale to the show.

Two of the models in the show have not been mentioned, nor have their costumes, but it can safely be said, without detracting from the tremendous amount of credit due the rest of the models, that young Misses Sylvia Jenkins and Marlene Simmonds were the stars of the show. They modeled the most up-to-date in fashions for little girls, coats and hats, gingham dresses, skirt and blazer outfits, and quilted housecoats "Just like Mommy's."

It need hardly be said that great

credit is due those who have worked so hard to make the fashion show the amazing success it has been. The president of the Junior Ladies' Aid, Mrs. J. K. L. Irwin, the convener of the show, Mrs. A. L. MacPherson, and the clothes convener, Mrs. W. W. Field, together with the other officers and members of the Aid deserve high commendation, as do all the many firms and individuals who gave them generous assistance, and the models who faced the lights and the audiences to display the fashions of spring, 1952.

### PROGRAM

Introduction — Mrs. H. J. A. Brown, Past President, Junior Ladies' Aid.  
Part I — Spring Silhouette.  
Intermission: "Tom, the Piper's Son" (Canada Packers, Ltd.)  
Drawing for Door Prizes.  
Part II — Look What's New.  
Intermission — Fashions Around the Home.  
Part III — Appealingly Feminine.

### PRODUCTION CREDITS

Commentator  
Mrs. Gladys Porter, M.B.E., secretary Maritime Hospital Association.

Musical Background  
Royston F. Mugford, A.R.C.O.  
Organ supplied by The T. Eaton Co. Ltd., Maritimes.

Models  
Mrs. William G. Bruce, Miss Evelyn Godfrey, Miss Dianne Phillips, Mrs. Ronald A. Parker, Mrs. Douglas Hill, Miss Eleanor Mary Duffy, Mrs. Sydney E. Green, Mrs. George E. Ives, Mrs. Allison Foster, Mrs. Larry Travis, Mrs. Donald Seaman, Mrs. A. A. MacVicar, Miss Velma Carmody, Miss Dawn Messer, Children, Miss Sylvia Jenkins and Miss Marlene Simmonds.

Contributing Firms  
Prowse Bros. Ltd., S. A. McDonald, Moore & McLeod Ltd., Jack Cameron, The Greenland Co. Ltd., Kennedy's Ladies' Wear, Sunter's, The J. F. Hertz Co. Ltd., The Fashion Shoppe, The Gloria, Adella's, The Vogue, Holman's Little Shop, Holmes and Bradley, Tip Top Tailors, Prince Edward Theatre.

Furs — Island Furriers.  
Make-up — Du Barry, courtesy Richard Hudnut. Supervised by Miss Elizabeth Holl.  
Jewelry — W. W. Wellner Ltd., G. H. Taylor.  
Shoes — LePage Shoe Co.  
Hosiery — Harvey Woods, courtesy Sunter's.

Coiffeurs — Isabel's Beauty Salon, Photography — Barter's Film Lab Properties — R. T. Holman Ltd. Rugs — Prowse Bros. Ltd. Telephone — D. M. Gass.

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Mrs. Douglas Hill



Miss Eleanor Mary Duffy